

IT Hardware Advertisers

Case Studies

Campaign Name -



Campaign Objectives

- Reach out to business users of IT hardware
- Target sophisticated and technology savvy audiences, who are willing, as well as have the financial ability to spend in hardware.

Campaign Ideation

- Premium Technology channel is used for IT hardware, including Laptops, Desktops & Printers.
- RON Premium Inventory is used for targeting home users.
- Tier-I & Tier-II CPM inventory is used for targeting Engineers, IT Managers and Decision Makers.
- Tier-I CPM inventory is used for targeting high-level decision making authority. This can be used for Enterprise level solutions, Servers etc.

Key Learnings

- Premium Tech inventory is best for branding as well as lead generation, because of its extremely high relevancy of audience.
- IT hardware campaigns deliver best over medium term, with most of Premium tech sites having repeat users.



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